



WPTV

## ORDER

Print Date 08/21/12

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Flight Dates 08/09/12-08/14/12

Contract / Revision 307283 /

Original Date / Revision  
08/07/12 08/10/12

Advertiser Florida Votes

Agency Davis Group (The)

Buying Contact

4201 Bee Caves Road  
Ste C-101  
Austin, TX 78746Primary Account Executive  
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Product  
Florida Votes

Agency Com 15%

Billing Contact

4201 Bee Caves Road  
Ste C-101  
Austin, TX 78746

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # 1223

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority P-2

Advertiser Ref

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
August 2012	19	\$33,065.00	\$38,900.00	0.00
Totals	19	\$33,065.00	\$38,900.00	0.00

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
07/30/12	08/14/12	19	\$33,065.00	\$38,900.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 2	WPTV	08/09/12	08/14/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	1-----	:30	1	\$950.00	P-2	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 08/09/12	08/15/12	1-----		1		\$950.00		0.00					
E 3	WPTV	08/09/12	08/14/12	Oly M-Su Late News M-Su Late News/Olympic	CM	11p-1235a	---11-2	:30	4	\$1,500.00	P-2	0.00	NM	4	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 08/09/12	08/15/12	---11-2		4		\$1,500.00		0.00					
E 4	WPTV	08/09/12	08/14/12	Oly Sa-Su Wknd DY Wkend Sa/Su Olympics	CM	5a-6p (10:00 AM-6:00 PM)	-----12	:30	3	\$1,800.00	P-2	0.00	NM	3	\$5,400.00



**WPTV**

Print Date: 08/21/12

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Contract / Revision    **307283**    Flight Dates **08/09/12-08/14/12**

Hiatus Dates

Original Date / Revision    08/07/12/    08/10/12

Order Sep    00:20:00

Advertiser    **Florida Votes**

Product **Florida Votes**

Estimate #    **1223**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 4	WPTV	08/09/12	08/14/12	Oly Sa-Su Wknd DY Wkend Sa/Su Olympics	CM	5a-6p (10:00 AM-6:00 PM)	-----12	:30	3	\$1,800.00	P-2	0.00	NM	3	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/09/12	08/15/12	-----12					3	\$1,800.00		0.00			
E 5	WPTV	08/09/12	08/14/12	Oly Closing Closing Olympics	CM	7p-12xm	-----1	:30	1	\$6,000.00	P-2	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/09/12	08/15/12	-----1					1	\$6,000.00		0.00			
E 6	WPTV	08/09/12	08/14/12	M-F 6-7a M-F 6-7a	CM	6-7a	---1---	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/09/12	08/15/12	---1---					1	\$1,500.00		0.00			
E 7	WPTV	08/09/12	08/14/12	Oly Prime M-Su Prime M-Su/Olympics	CM	7p-12a	---1-1-	:30	2	\$6,000.00	P-2	0.00	NM	2	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/09/12	08/15/12	---1-1-					2	\$6,000.00		0.00			
E 8	WPTV	08/09/12	08/14/12	M-F 6-630p M-F 6-630p	CM	6-630p	----1--	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/09/12	08/15/12	----1--					1	\$1,200.00		0.00			
E 9	WPTV	08/09/12	08/14/12	Oly Daytime Daytime/Olympics	CM	10a-5p	11-----	:30	2	\$950.00	P-2	0.00	NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/09/12	08/15/12	11-----					2	\$950.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	WPTV	08/09/12-08/15/12		Oly Daytime		10a-5p	MT-----	:30		<del>(\$950.00)</del>		0.00	NM		
See MG 9.4,9.5 [na Olympics is over]															
3	WPTV	08/09/12-08/15/12		Oly Daytime		10a-5p	MT-----	:30		<del>(\$950.00)</del>		0.00	NM		
See MG 9.4,9.5 [na Olympics is over]															
4	NPTV	08/10/12-08/10/12		Oly Daytime		10a-5p	-----F----	:30		\$950.00		0.00	NM		
Ⓜ MG for 9.3,9.2															
5	NPTV	08/10/12-08/10/12		Oly Daytime		10a-5p	-----F----	:30		\$950.00		0.00	NM		
Ⓜ MG for 9.3,9.2															
N10	WPTV	08/09/12	08/14/12	Sa 8-10a Sa 8-10a	CM	8-10a (8:00 AM-9:00 AM)	-----S-	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/09/12	08/15/12	-----S-					1	\$750.00		0.00			
N11	WPTV	08/09/12	08/14/12	Today Show/Olympics Today Show/Olympics 7-1	CM	7-10a	----1--	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/09/12	08/15/12	----1--					1	\$2,500.00		0.00			
N12	WPTV	08/09/12	08/14/12	Su 6p Su 6p	CM	6-630p	-----1	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/09/12	08/15/12	-----1					1	\$600.00		0.00			
N13	WPTV	08/09/12	08/14/12	M-F 430-5a M-F 430-5a	CM	430-5a	----1--	:30	1	\$100.00	P-2	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/09/12	08/15/12	----1--					1	\$100.00		0.00			



### Hiatus Dates

Order Sep 00:20:00

Estimate #      **1223**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
Totals														19	\$38,900.00